**ABSTRACT**

Methods and systems for identifying and preferring certain content transmissions over others for transport in a multiple subscriber computer network, such as public broadband access network. Preferred transport includes exempting participating content transmissions from bandwidth preservation policies, such as byte capping or rate limiting, or permitting the broadband access network provider to bill for certain identified content transmissions. The participating content transmissions are identified on a number of bases including by sending or receiving application, or by use of tags embedded by the content originator, sender or distributor. Those tagging techniques are also usable to enforce the content owner's distribution rights.